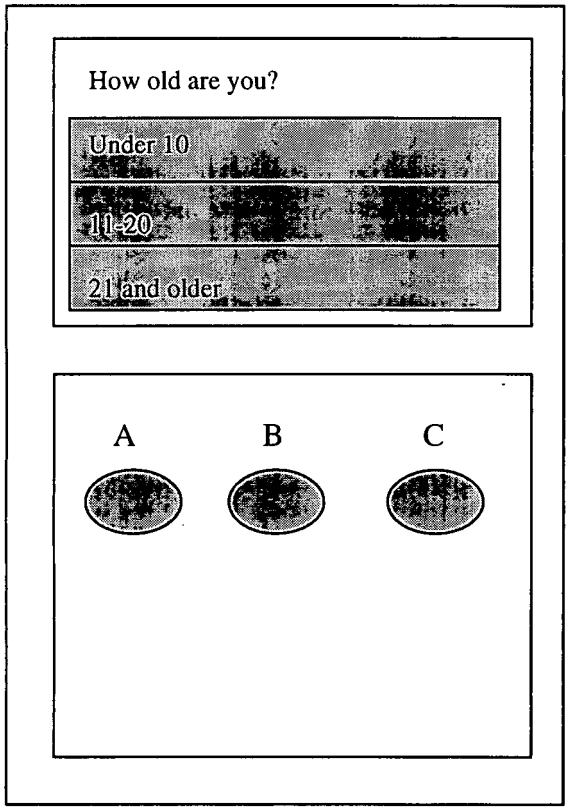
How old are you?
Under 10
11-20
21 and older
A
B
C

Fig. 1a

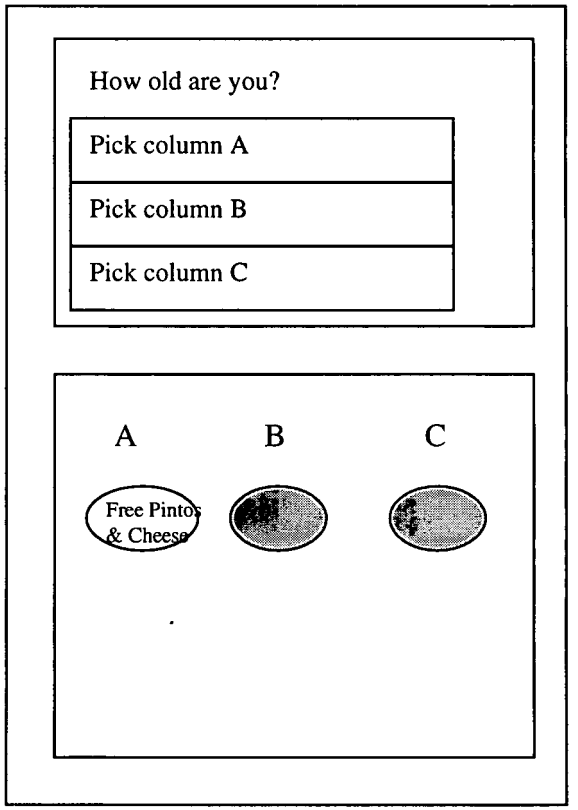
How old are you?
Pick column A
Pick column B
Pick column C
A
B
C
Free Pintos & Cheese

Fig. 1b

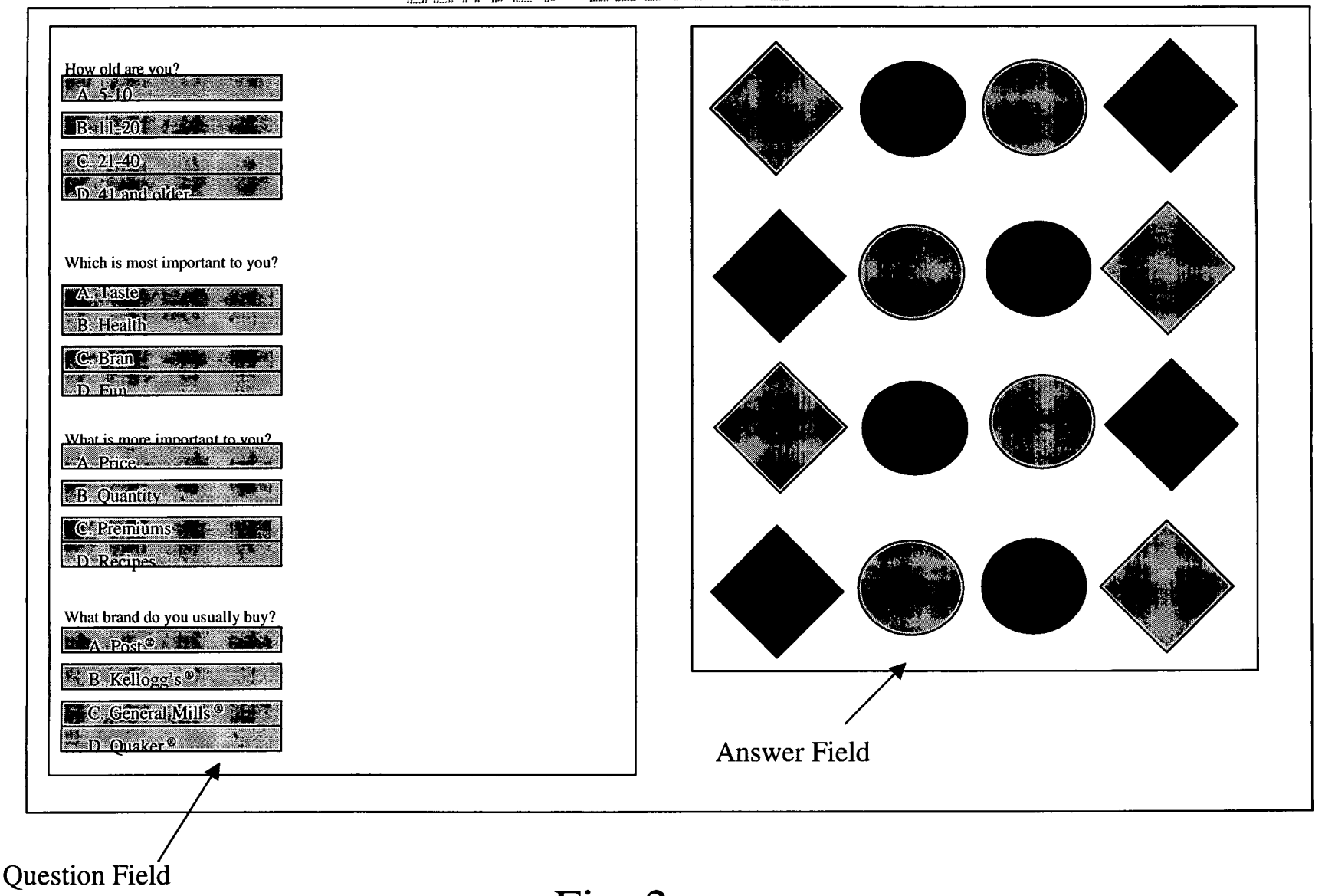
How old are you?
A. 5-10
B. 11-20
C. 21-40
D. 41 and older
Which is most important to you?
A. Taste
B. Health
C. Bran
D. Fun
What is more important to you?
A. Price
B. Quantity
C. Premiums
D. Recipes
What brand do you usually buy?
A. Post®
B. Kellogg's®
C. General Mills®
D. Quaker®
Answer Field
Question Field

Fig. 2a

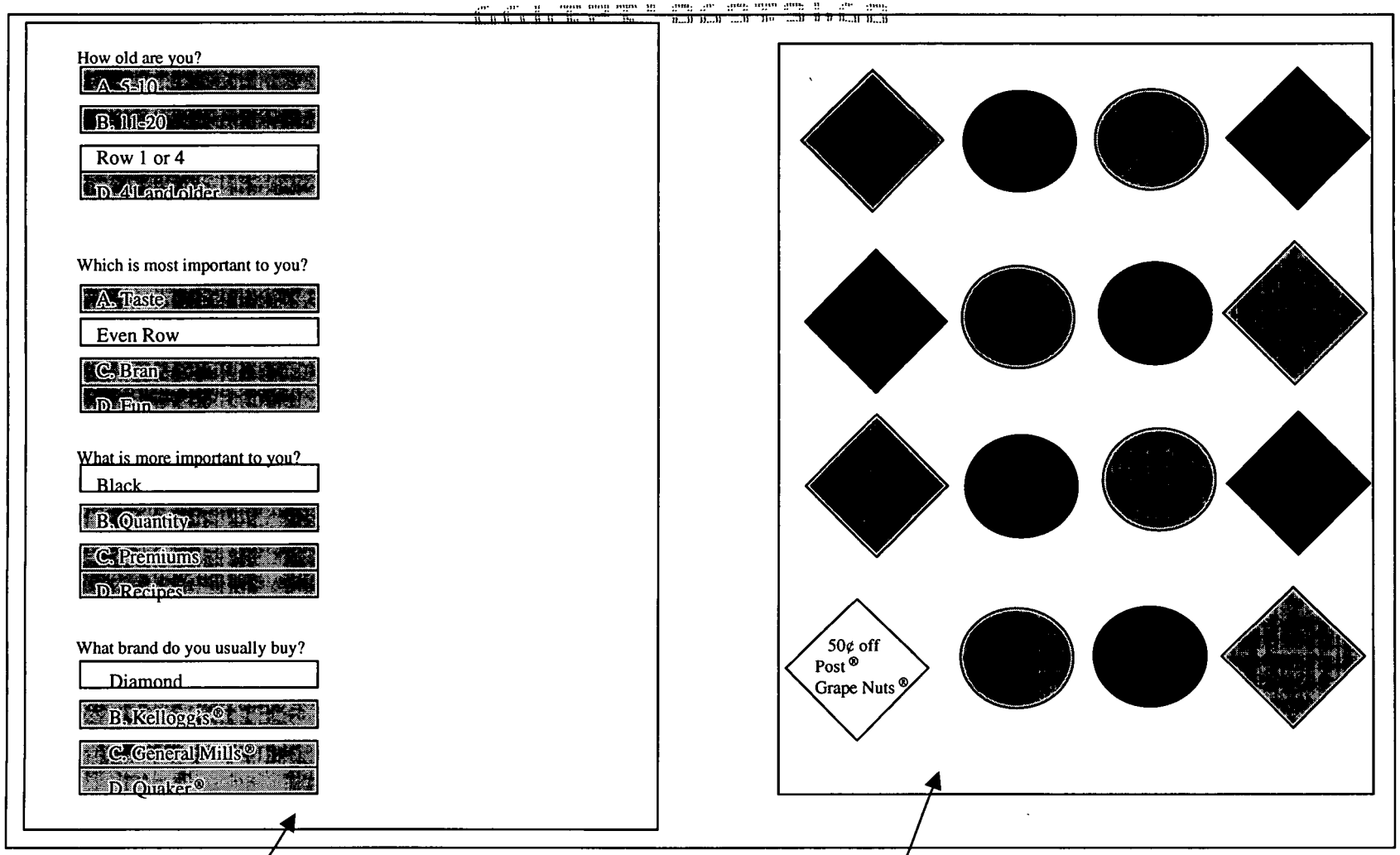
How old are you?
A. 5-10
B. 11-20
Row 1 or 4
D. 41 and older
Which is most important to you?
A. Taste
Even Row
C. Bran
D. Fun
What is more important to you?
Black
B. Quantity
C. Premiums
D. Recipes
What brand do you usually buy?
Diamond
B. Kelloggis®
C. General Mills®
D. Quaker®
50¢ off
Post®
Grape Nuts®
Question Field
Answer Field

Fig. 2b

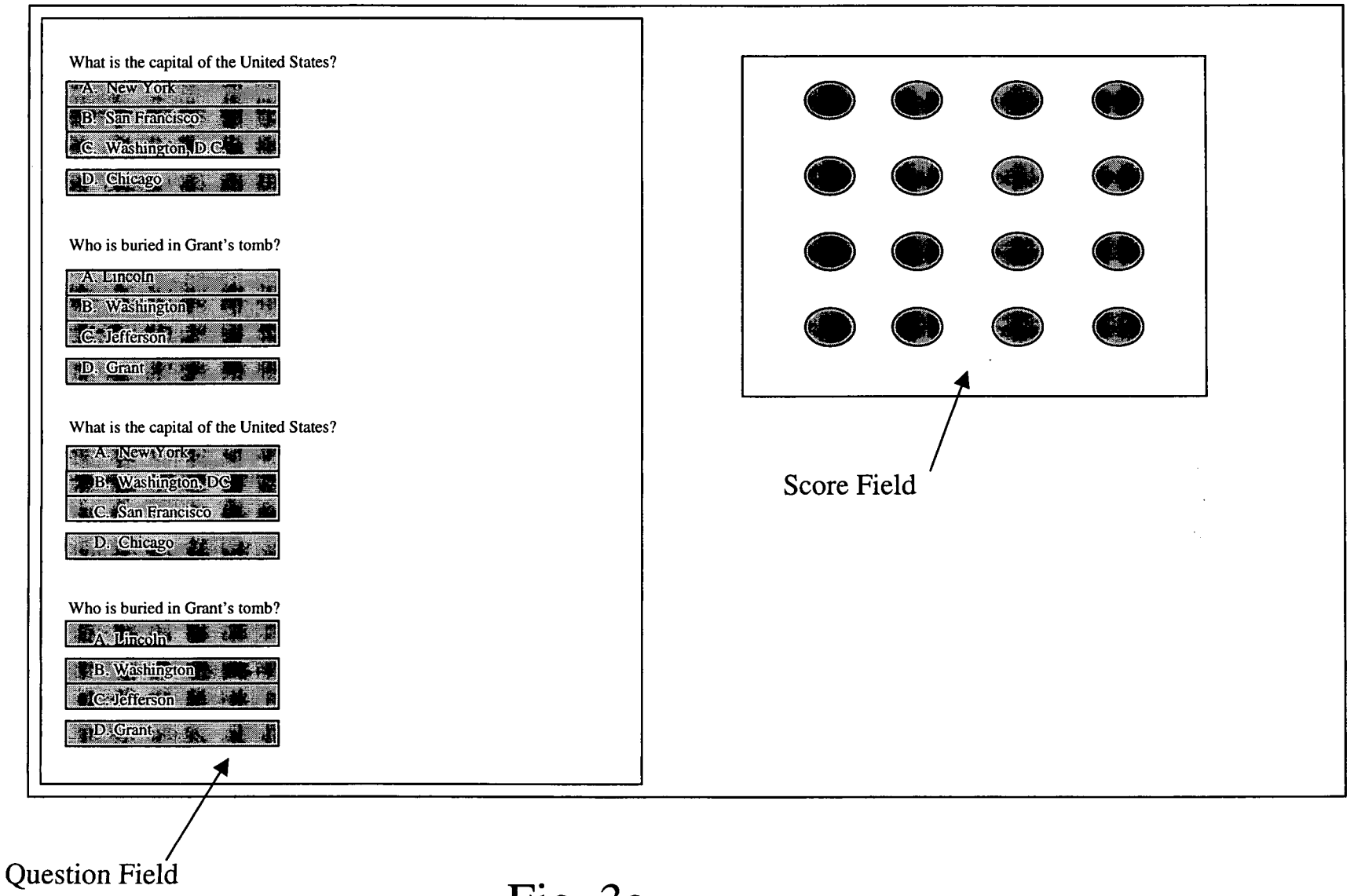
What is the capital of the United States?
A. New York
B. San Francisco
C. Washington, D.C.
D. Chicago
Who is buried in Grant's tomb?
A. Lincoln
B. Washington
C. Jefferson
D. Grant
What is the capital of the United States?
A. New York
B. Washington, DC
C. San Francisco
D. Chicago
Who is buried in Grant's tomb?
A. Lincoln
B. Washington
C. Jefferson
D. Grant
Score Field
Question Field

Fig. 3a

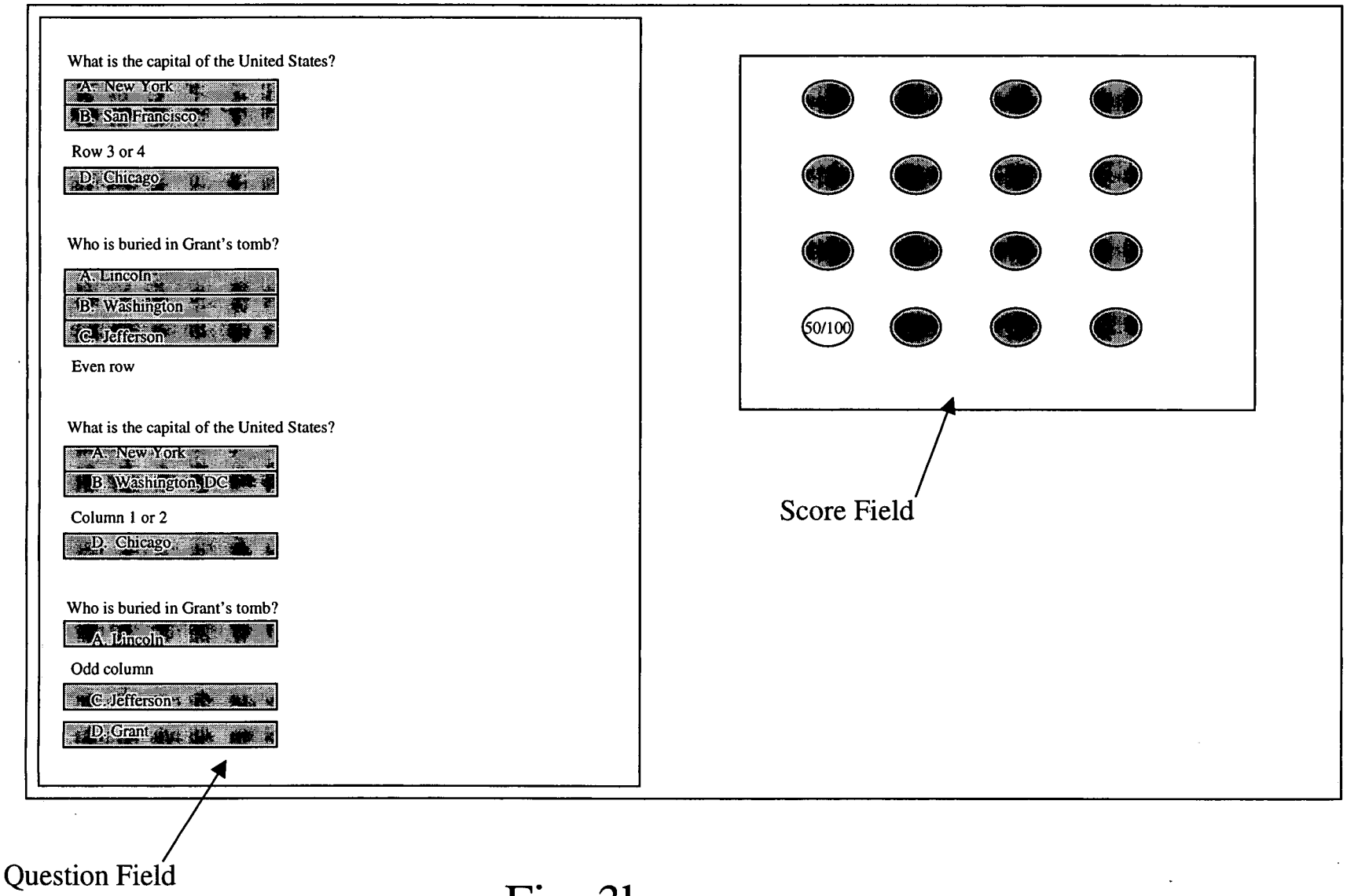
What is the capital of the United States?
A. New York
B. San Francisco
Row 3 or 4
D. Chicago
Who is buried in Grant's tomb?
A. Lincoln
B. Washington
C. Jefferson
Even row
What is the capital of the United States?
A. New York
B. Washington, DC
Column 1 or 2
D. Chicago
Who is buried in Grant's tomb?
A. Lincoln
Odd column
C. Jefferson
D. Grant
50/100
Score Field
Question Field

Fig. 3b

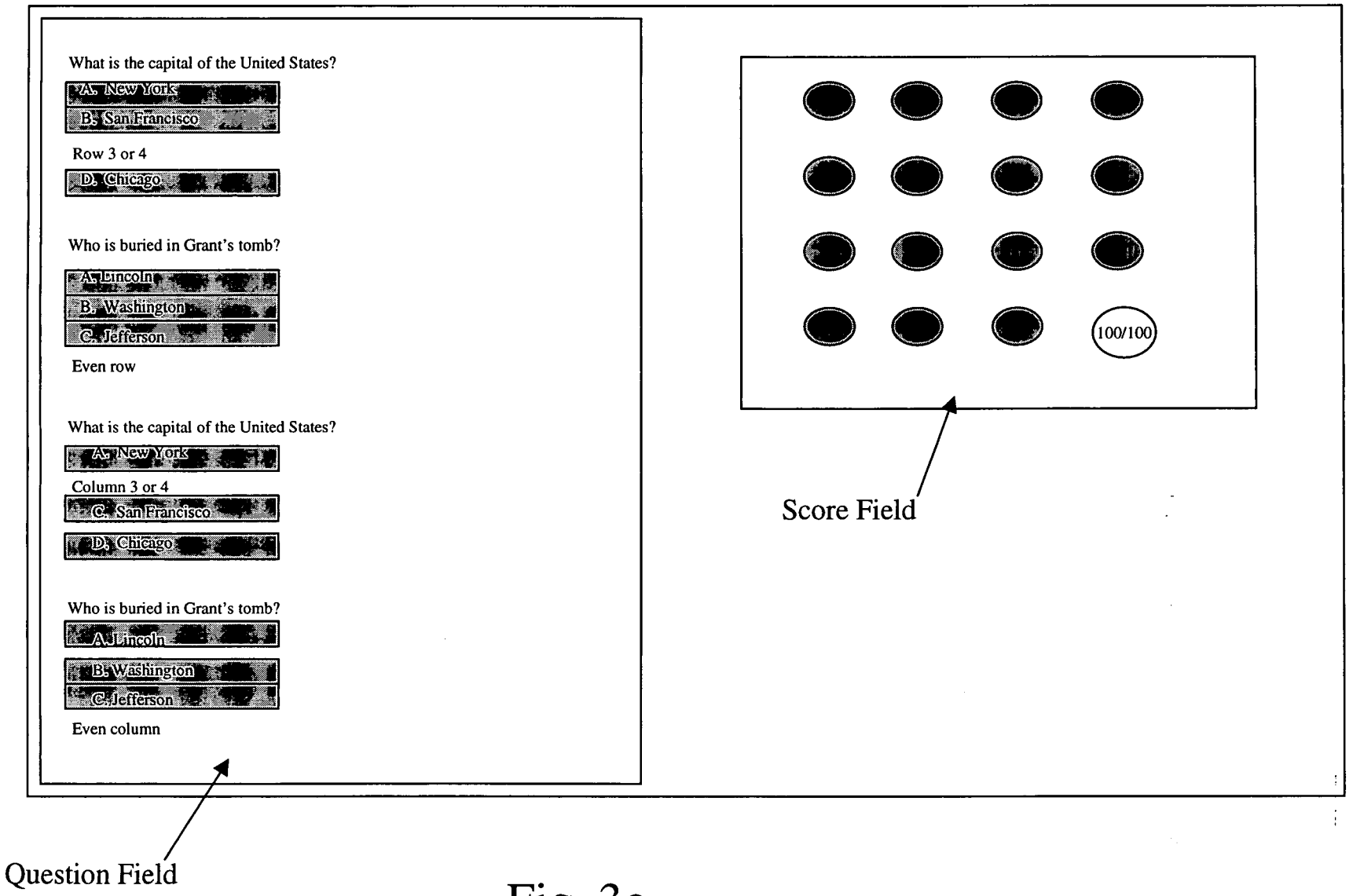
What is the capital of the United States?
A. New York
B. San Francisco
Row 3 or 4
D. Chicago
Who is buried in Grant's tomb?
A. Lincoln
B. Washington
C. Jefferson
Even row
What is the capital of the United States?
A. New York
Column 3 or 4
C. San Francisco
D. Chicago
Who is buried in Grant's tomb?
A. Lincoln
B. Washington
C. Jefferson
Even column
100/100
Score Field
Question Field

Fig. 3c

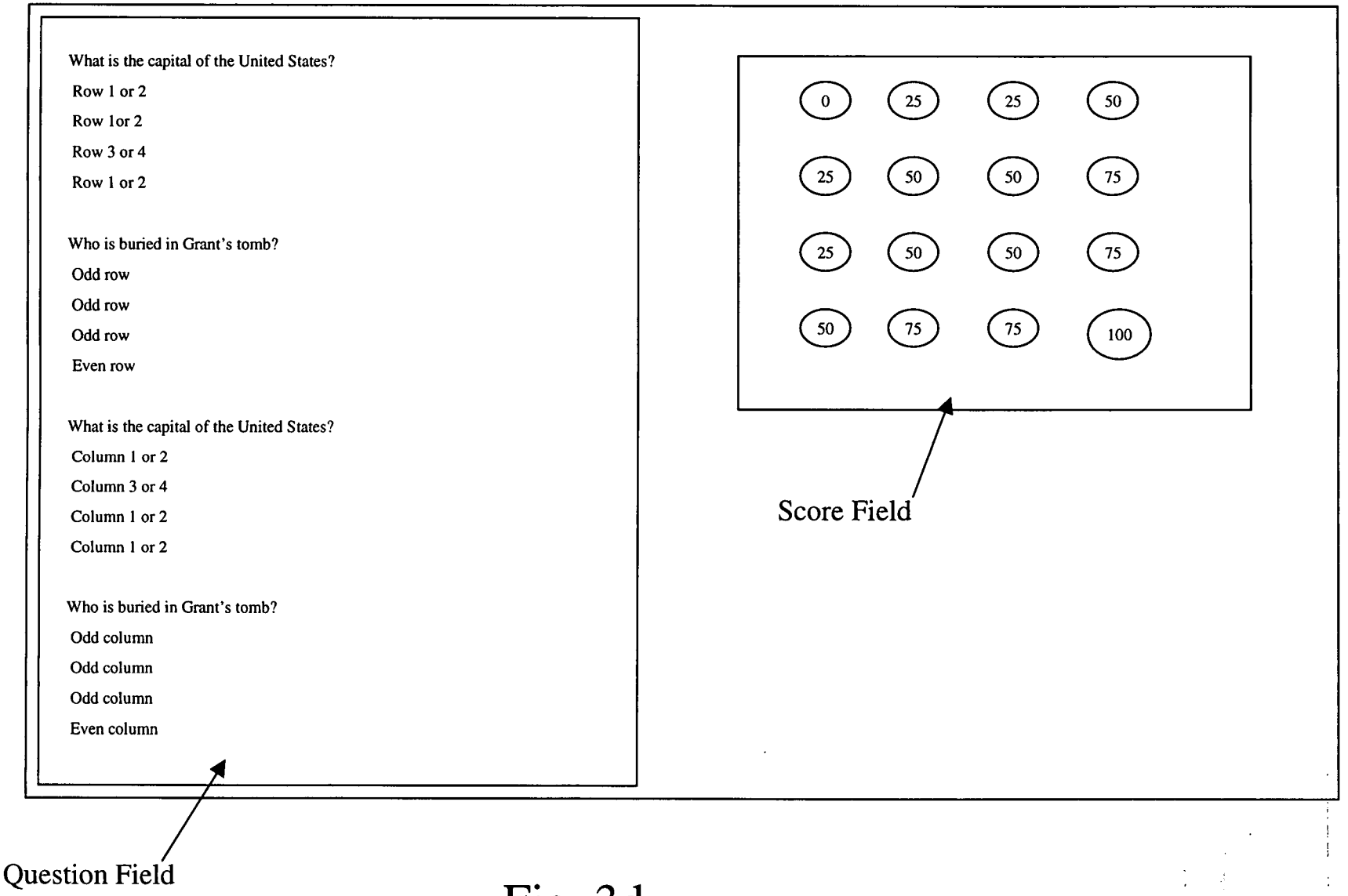
What is the capital of the United States?
Row 1 or 2
Row 1or 2
Row 3 or 4
Row 1 or 2
Who is buried in Grant's tomb?
Odd row
Odd row
Odd row
Even row
What is the capital of the United States?
Column 1 or 2
Column 3 or 4
Column 1 or 2
Column 1 or 2
Who is buried in Grant's tomb?
Odd column
Odd column
Odd column
Even column
0
25
25
50
25
50
50
75
25
50
50
75
50
75
75
100
Score Field
Question Field

Fig. 3d

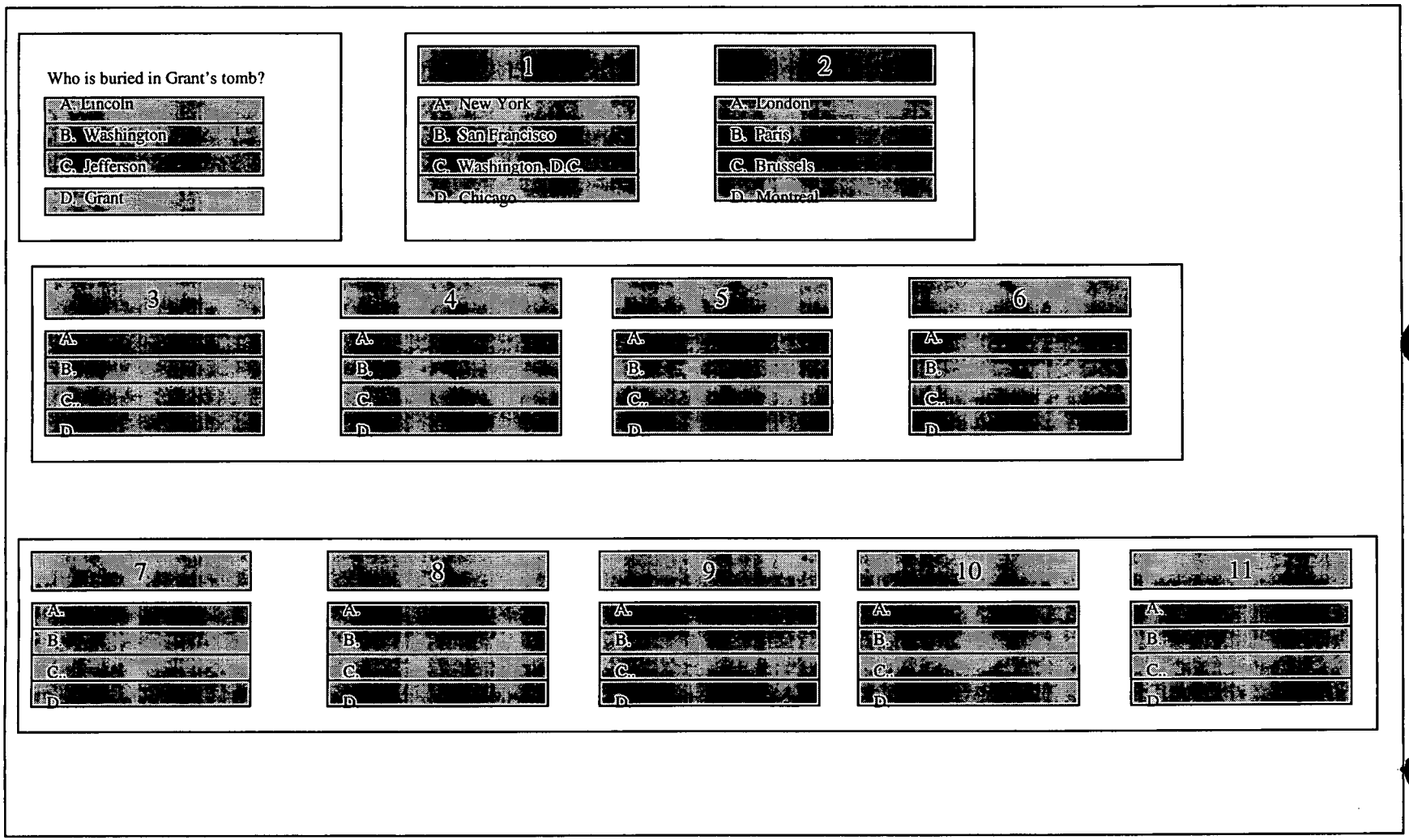
Who is buried in Grant's tomb?
A. Lincoln
B. Washington
C. Jefferson
D. Grant
1
A. New York
B. San Francisco
C. Washington, D.C.
D. Chicago
2
A. London
B. Paris
C. Brussels
D. Montreal
3
4
5
6
7
8
9
10
11

Fig. 4a

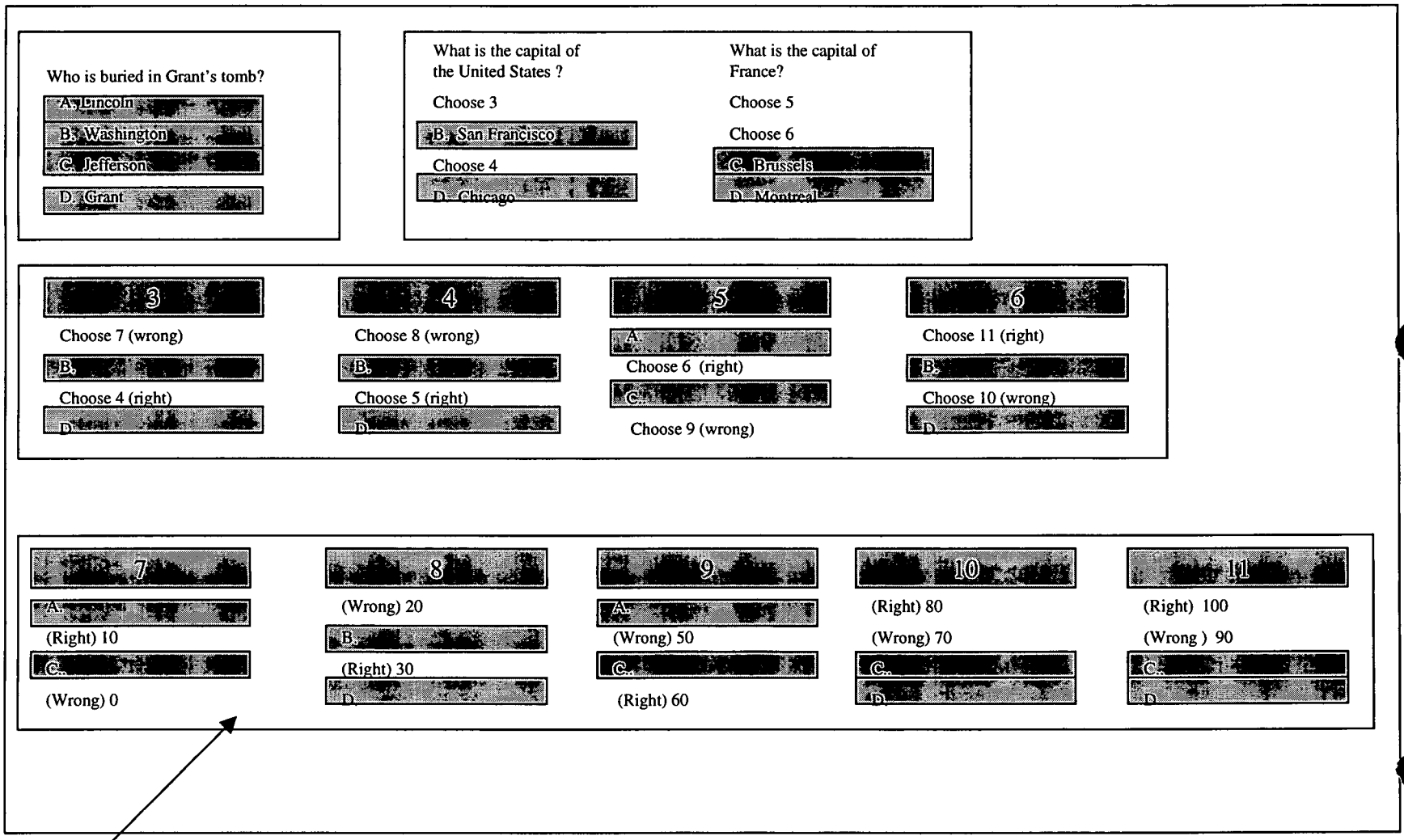
Who is buried in Grant's tomb?
A. Lincoln
B. Washington
C. Jefferson
D. Grant
What is the capital of the United States ?
Choose 3
B. San Francisco
Choose 4
D. Chicago
What is the capital of France?
Choose 5
Choose 6
C. Brussels
D. Montreal
3
Choose 7 (wrong)
B.
Choose 4 (right)
D.
4
Choose 8 (wrong)
B.
Choose 5 (right)
D.
5
A.
Choose 6 (right)
C.
Choose 9 (wrong)
6
Choose 11 (right)
B.
Choose 10 (wrong)
D.
7
A.
(Right) 10
C.
(Wrong) 0
8
(Wrong) 20
B.
(Right) 30
D.
9
A.
(Wrong) 50
C.
(Right) 60
10
(Right) 80
(Wrong) 70
C.
D.
11
(Right) 100
(Wrong) 90
C.
D.
Score

Fig. 4b

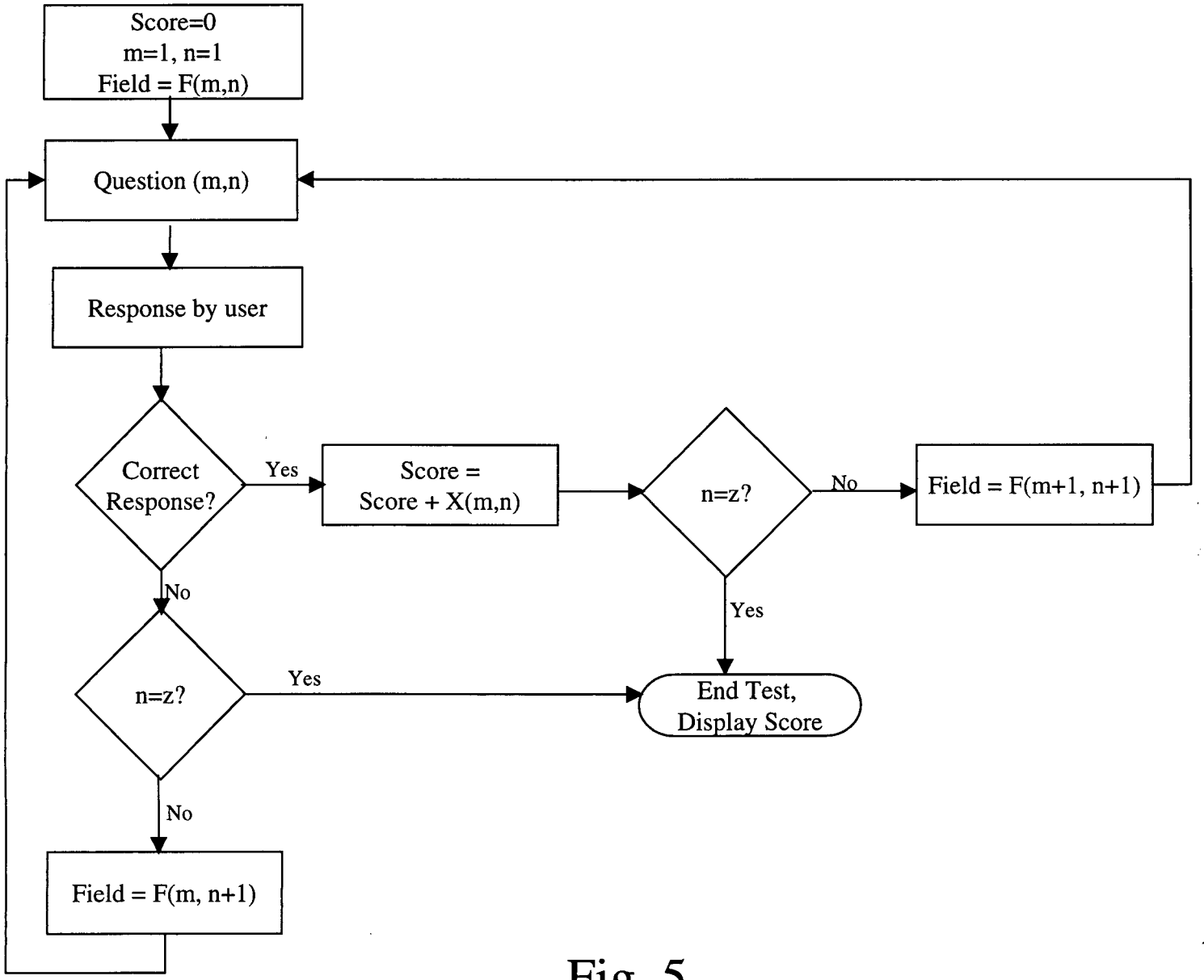
Score=0
m=1, n=1
Field = F(m,n)
Question (m,n)
Response by user
Correct Response?
Yes
Score = Score + X(m,n)
n=z?
No
Field = F(m+1, n+1)
Yes
No
n=z?
Yes
End Test, Display Score
No
Field = F(m, n+1)

Fig. 5

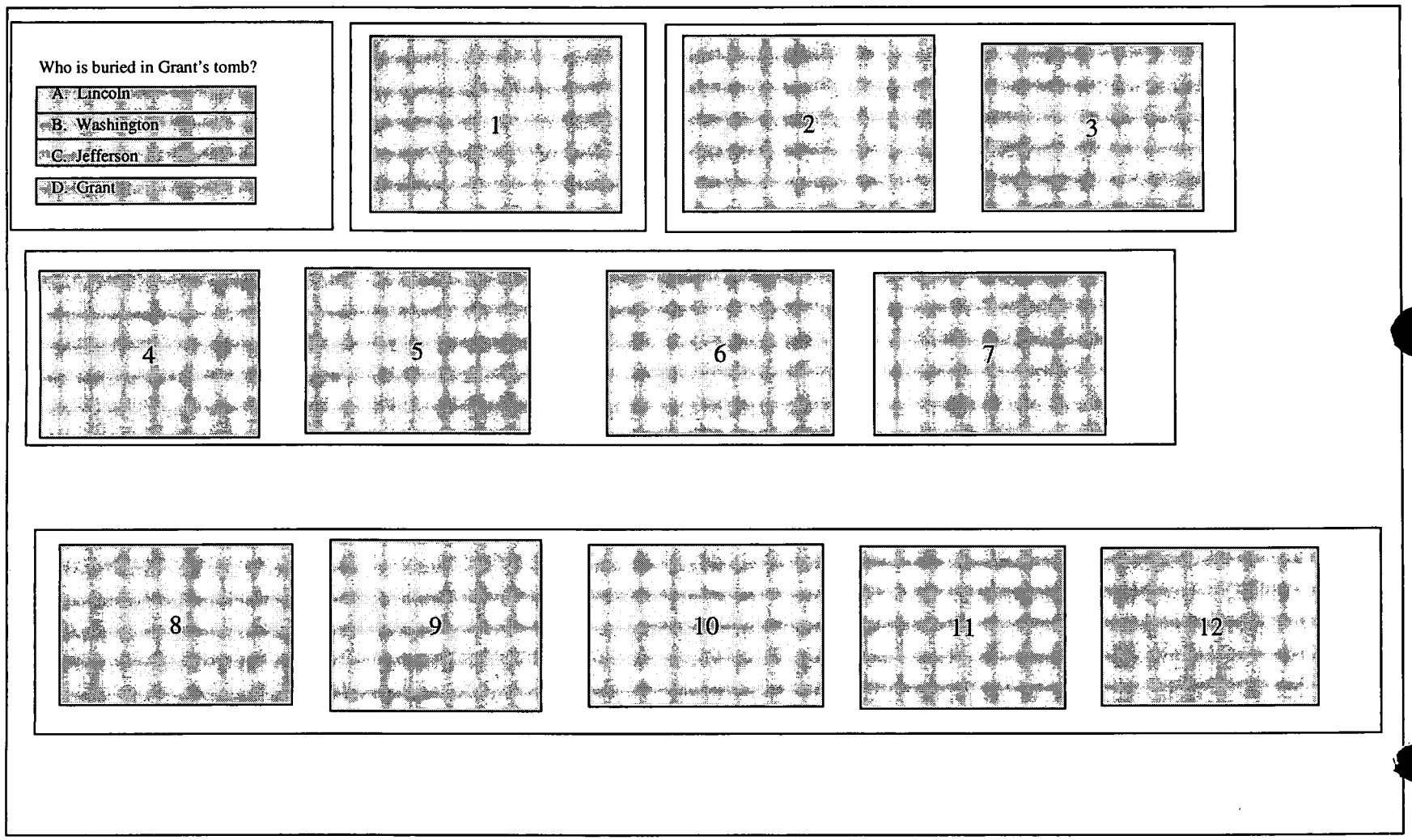
Who is buried in Grant's tomb?
A. Lincoln
B. Washington
C. Jefferson
D. Grant
1
2
3
4
5
6
7
8
9
10
11
12

Fig. 6

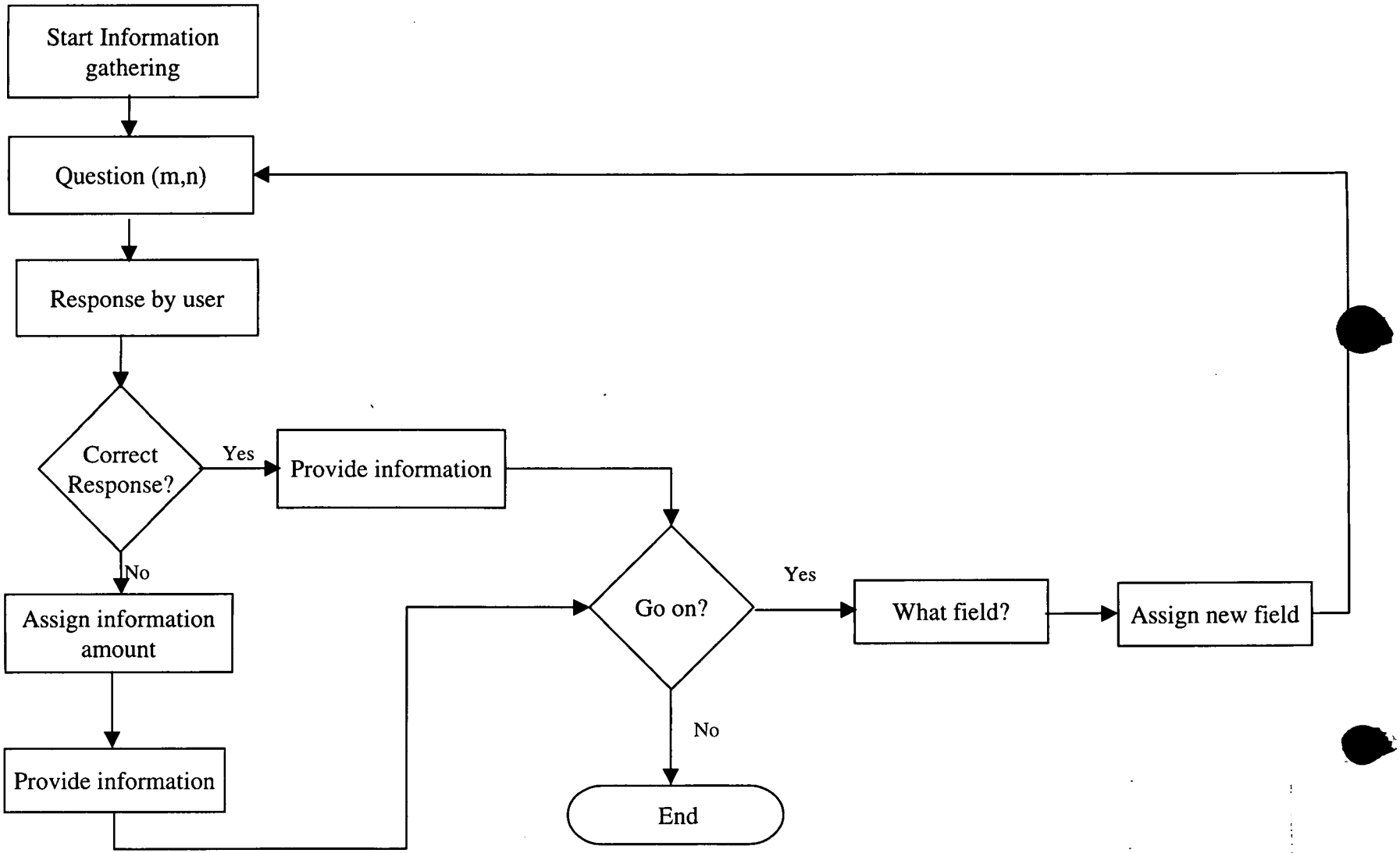
Start Information gathering
Question (m,n)
Response by user
Correct Response?
Yes
Provide information
No
Assign information amount
Provide information
Go on?
Yes
What field?
Assign new field
No
End

Fig. 7

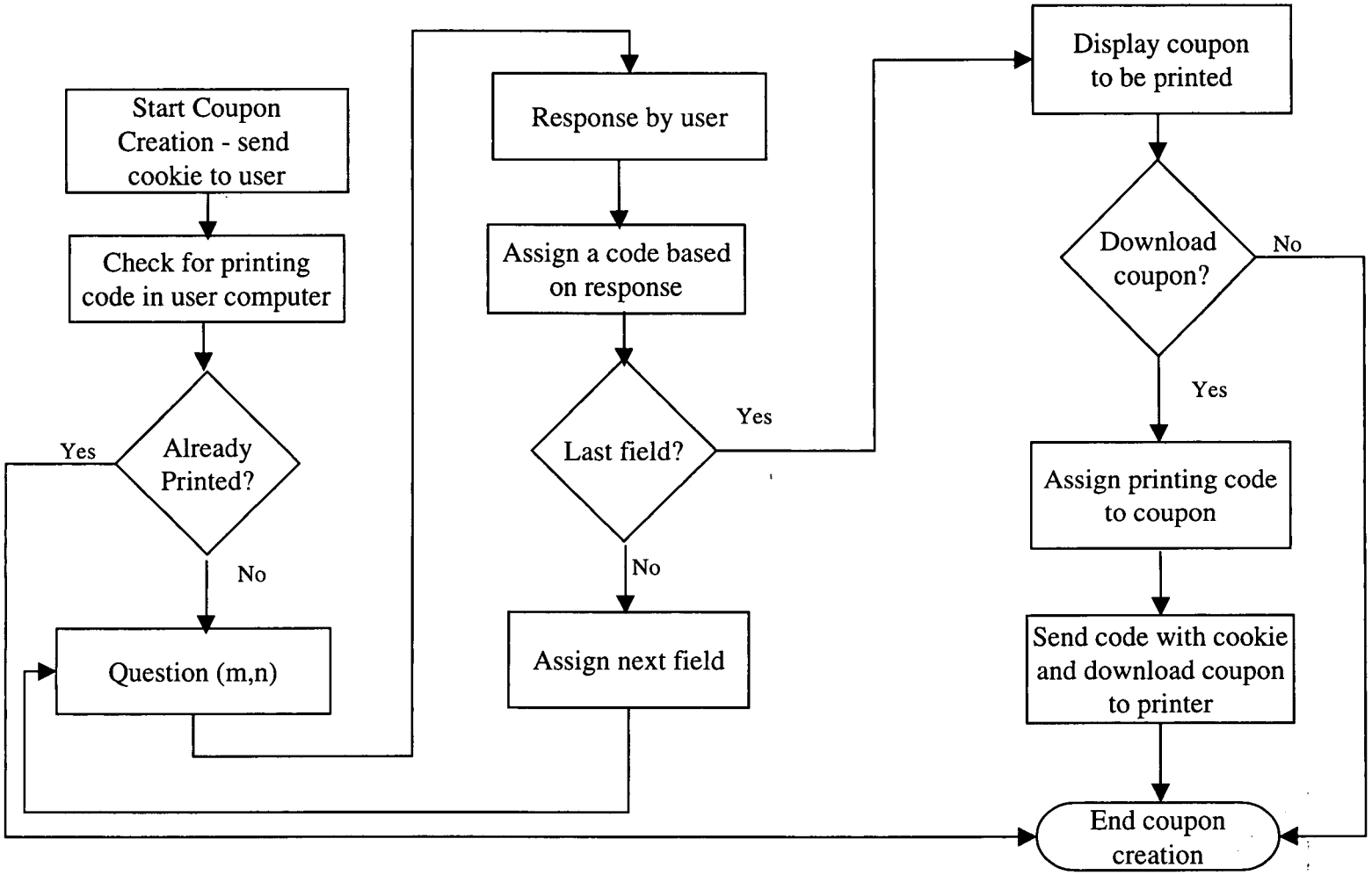
Start Coupon Creation - send cookie to user
Check for printing code in user computer
Already Printed?
Yes
No
Question (m,n)
Response by user
Assign a code based on response
Last field?
Yes
No
Assign next field
Display coupon to be printed
Download coupon?
No
Yes
Assign printing code to coupon
Send code with cookie and download coupon to printer
End coupon creation

Fig. 8